

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No:	09/878,338)	Examiner:	Dass, Harish T.
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Applicant:	Dennis Mendiola et al.))	Art Unit:	3693
)		
Filing Date:	06/12/2001)	Confirmation no.:	2153
)		
For:	<i>Trading and Auction System, and</i>)	RESPONSE TO OFFICE ACTION	
	<i>Method for the Authentication...</i>)	DATED:	08/20/2007
)		
Docket no.:	YSAP.CHIKKA.PT5)	Customer No.:	24943

AMENDMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action dated August 20, 2007, hereinafter, "the Office Action." Accompanying this amendment is a Request for Continued Examination (RCE). A petition for extension of time for three (3) months is enclosed that makes the present response due on or before February 20, 2008. The Application is believed by Applicant to be in proper condition for allowance. Accordingly, reconsideration and allowance of all claims are respectfully requested. Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method for the authentication of buyers and sellers and for the transmission of trading instructions in a trading and auction system, comprising the steps of:

Requiring that a prospective buyer or seller register with the trading and auction system before being able to place trading instructions, including requiring that said prospective buyer or seller provide a unique identifier of a SMS messaging-capable wireless device in the possession of the prospective buyer or seller, the SMS messaging-capable wireless device configured to send and receive short message protocol messages, each of the messages having a single 'Sender' field and a single 'Recipient' field;

Assigning a password to said prospective buyer or seller;

Communicating said password to said prospective buyer or seller and receiving a confirmation of said password from said prospective buyer or seller, wherein at least one of said steps of communicating said password and receiving a confirmation of said password are performed using said SMS wireless device's messaging capability;

Activating said prospective buyer or seller's account or trading instruction if said communicated password matches the assigned password;

Assigning a unique identification number to each product or service for sale or auction at said trading and auction system;

Sending short message protocol messages to a buyer's SMS messaging-capable wireless device concerning offers or bids made by that buyer in relation to a product or service when the buyer has been outbid or has no longer made a winning offer, with the unique identification number of the product or service included in the only 'Sender' field of each short message protocol message to the buyer;

Receiving higher bid short message protocol messages concerning a buyer's trading instructions on a product or service from that buyer's SMS messaging-capable wireless device

wherein said unique identification number automatically inserted in the 'Recipient' field as a result of the buyer selecting a 'reply' option, determining the product or service by extracting and recognizing the unique identification number of the product or service from the only 'Recipient' field of received higher bid short message protocol messages from the buyer, identifying the buyer by extracting and recognizing the unique identifier of the SMS wireless device from the only 'Sender' field of each message from the buyer and parsing a text body of each higher bid short message protocol messages to determine the buyer's trading instructions for that product or service.

2. (previously presented) A method as claimed in claim 1, further comprising the step of requiring that a buyer authenticate their identity with the trading and auction system when placing their first trading instruction in relation to a product or service by an exchange of messages between the trading and auction system, in which at least one of said messages are sent or received using said SMS wireless device's messaging capability.

3. (previously presented) A method as claimed in claim 1 or 2, wherein said step of communicating said password to said prospective buyer or seller is performed over a computer network, and said step of receiving a confirmation of said password from said prospective buyer or seller is performed using said SMS wireless device's messaging capability.

4. (previously presented) A method as claimed in claim 1 or 2, wherein said step of communicating said password to said prospective buyer or seller is performed using said SMS wireless device's messaging capability, and said step of receiving a confirmation of said password from said prospective buyer or seller is performed over a computer network.

5. (previously presented) A method as claimed in claim 1, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, wherein said trading and auction system is in direct communication

with said SMSC server.

6. (previously presented) A method as claimed in claim 1, wherein said step of sending messages to a buyer's SMS messaging-capable wireless device includes the step of concatenating an access identification number with the unique identification number of the product or service being bid on and placing said concatenated number in the only 'Sender' field of each message to the buyer, an SMSC server using the access identification number to identify whether SMS messages from the SMS messaging-capable wireless devices are destined for said trading and auction system and to forward such destined SMS messages directly to the trading and auction system.

7. (previously presented) A method as claimed in claim 1, wherein said trading and auction system is connected to an SMSC server via a computer network.

8. (currently amended) A method for the authentication of buyers and sellers in a trading and auction system, comprising the steps of:

Requiring that a prospective buyer or seller register with the trading and auction system before being able to place trading instructions, including requiring that said prospective buyer or seller provide a unique identifier of a SMS messaging-capable wireless device in the possession of the prospective buyer or seller, the SMS messaging-capable wireless device configured to send and receive SMS messages, each of the messages having a single 'Sender' field and a single 'Recipient' field;

Assigning a password to said prospective buyer or seller;

Concatenating an access identification number with a numeric address pertaining to and recognized by the system for registration purposes, placing said concatenated number in the only 'Sender' field of a SMS message, and sending the password in a message body of the SMS message to said buyer or seller;

receiving a confirmation of said password from said prospective buyer or seller, wherein at least one of said steps of communicating said password and receiving a confirmation of said password are performed using said SMS messaging-capable wireless

device's messaging capability and wherein the confirmation is received as a result of the buyer or seller selecting a 'reply' option and said concatenated number is automatically inserted in the 'Recipient' field of a message; and

Activating said prospective buyer or seller's account or trading instruction if said communicated password matches the assigned password.

9. (original) A method as claimed in claim 8, further comprising the step of requiring that a buyer authenticate their identity with the trading and auction system when placing their first trading instruction in relation to a product or service by an exchange of messages between the trading and auction system, in which at least one of said messages are sent or received using said wireless device's messaging capability.

10. (original) A method as claimed in claim 8 or 9, wherein said step of communicating said password to said prospective buyer or seller is performed over a computer network, and said step of receiving a confirmation of said password from said prospective buyer or seller is performed using said wireless device's messaging capability.

11. (original) A method as claimed in claim 8 or 9, wherein said step of communicating said password to said prospective buyer or seller is performed using said wireless device's messaging capability, and said step of receiving a confirmation of said password from said prospective buyer or seller is performed over a computer network.

12. (previously presented) A method as claimed in claim 8, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, wherein said trading and auction system is in direct communication with said SMSC server.

13. (previously presented) A method as claimed in claim 12 wherein said SMSC server using the access identification number to identify SMS messages from wireless devices destined for said trading and auction system and to forward such SMS messages directly to

the trading and auction system.

14. (previously presented) A method as claimed in claim 8, wherein said trading and auction system is connected to an SMSC server via a computer network.

15. (currently amended) A method for the transmission of trading instructions in a trading and auction system, comprising the steps of:

Assigning a unique identification number to each product or service for sale or auction at said trading and auction system;

Sending short message protocol messages to a buyer's SMS messaging-capable wireless device concerning offers or bids made by that buyer in relation to a product or service when the buyer has been outbid or has no longer made a winning offer, each of the short message protocol messages having a single 'Sender' field and a single 'Recipient' field, with the unique identification number of the product or service included in the only 'Sender' field of each short message protocol message to the buyer;

Receiving higher bid short message protocol messages concerning a buyer's trading instructions on a product or service from that buyer's SMS messaging-capable wireless device wherein said unique identification number automatically inserted in the 'Recipient' field as a result of the buyer selecting a 'reply' option, determining the product or service by extracting and recognizing the unique identification number of the product or service from the only 'Recipient' field of received higher bid short message protocol messages from the buyer, identifying the buyer by extracting and recognizing the unique identifier of the SMS wireless device from the only 'Sender' field of each message from the buyer and parsing a text body of each message from the buyer to determine the buyer's trading instructions for that product or service.

16. (previously presented) A method as claimed in claim 15, further comprising the step of requiring that a buyer authenticate their identity with the trading and auction system when placing their first trading instruction in relation to a product or service by an exchange of messages between the trading and auction system, in which at least one of said messages are

sent or received using said SMS wireless device's messaging capability.

17. (previously presented) A method as claimed in claim 16, wherein said step of exchanging messages comprises the steps of sending a password to said prospective buyer or seller over a computer network, and receiving a confirmation of said password from said prospective buyer or seller using said SMS wireless device's messaging capability.

18. (previously presented) A method as claimed in claim 16, wherein said step of exchanging messages comprises the steps of sending a password to said prospective buyer or seller using said SMS wireless device's messaging capability, and receiving a confirmation of said password from said prospective buyer or seller over a computer network.

19. (previously presented) A method as claimed in any one of claims 15 to 18, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, wherein said trading and auction system is in direct communication, via a direct link or through the internet, with said SMSC server.

20. (previously presented) A method as claimed in claim 15, wherein said step of sending messages to a buyer's SMS messaging-capable wireless device includes the step of concatenating an access identification number with the unique identification number of the product or service and placing said concatenated number in the only `Sender` field of each message to the buyer, an SMSC server using the access identification number to identify SMS messages from wireless devices destined for said trading and auction system and to forward such SMS messages directly to the trading and auction system.

21. (previously presented) A method as claimed in claim 15, wherein said trading and auction system is connected to an SMSC server via a computer network.

22. (currently amended) A trading and auction system, comprising:

registration handling means for receiving a unique identifier of a SMS messaging-capable wireless device in the possession of a prospective buyer or seller, the SMS messaging-capable wireless device configured to send and receive short message protocol messages, each of the messages having a single 'Sender' field and a single 'Recipient' field;

message dispatching means for sending short message protocol messages to a prospective buyer or seller's SMS messaging-capable wireless device;

message receiving means for receiving short message protocol messages from a prospective buyer or seller's SMS messaging-capable wireless device;

said registration handling means arranged to assign a password to said prospective buyer or seller, and to communicate said password to said prospective buyer or seller and receive a confirmation of said password from said prospective buyer or seller, wherein said password is communicated to said prospective buyer or seller's SMS wireless device via said message dispatching means and/or said confirmation of said password is received from said prospective buyer or seller's wireless device via said message receiving means, said registration handling means arranged to activate said prospective buyer or seller's account or trading instruction if said confirmation of said password matches the assigned password;

unique identification number assigning means to automatically allocate a unique identification number to each product or service for sale or auction on said trading and auction system;

database means for storing the unique identification number of each product and service for sale or auction on said trading and auction system and for storing the unique identifier of each buyer or seller's SMS wireless device; and

trade and auction handling means arranged to send short message protocol messages to a buyer's SMS messaging-capable wireless device concerning offers or bids made by that buyer in relation to a product or service via said message dispatching means, with the unique identification number of the product or service included in the only 'Sender' field of each short message protocol message to the buyer;

said trade and auction handling means further arranged to receive short message protocol messages concerning a buyer's trading instructions on a product or service from that buyer's SMS messaging-capable wireless device via said message receiving means wherein said unique identification number automatically inserted in the 'Recipient' field as a result of the buyer selecting a 'reply' option, and to determine the product or service by extracting and recognizing the unique identification number of the product or service from the only 'Recipient' field of received short message protocol messages from the buyer, identify the buyer by extracting and recognizing the unique identifier of the SMS wireless device from the only 'Sender' field of each message from the buyer, parse a text body of each message from the buyer to determine the buyer's trading instructions for that product or service and execute said trading instructions.

23. (original) A trading and auction system as claimed in claim 22, wherein said trade and auction handling means is arranged to require that a buyer authenticate their identity with the trading and auction system when placing their first trading instruction in relation to a product or service by an exchange of messages with the trading and auction system, wherein one of said messages is communicated to said buyer's wireless device via said message dispatching means and/or another of said messages is received from said buyer's wireless device via said message receiving means.

24. (previously presented) A trading and auction system as claimed in claim 22 or 23, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, said message dispatching means and message receiving means being in direct communication with said SMSC server to send and receive SMS therefrom, respectively.

25. (previously presented) A trading and auction system as claimed in claim 22, wherein said message dispatching means is arranged to concatenate an access identification number with the unique identification number of the product or service and place said concatenated number in the only 'Sender' field of each message sent to a buyer concerning that product or

service, an SMSC server using the access identification number to identify SMS messages from the buyer's wireless device destined for said trading and auction system and to forward such SMS messages directly to the message receiving means.

26. (previously presented) A trading and auction system as claimed in claim 22, wherein said message dispatching means and message receiving means are connected to an SMSC server via a computer network.

27. (currently amended) A trading and auction system, comprising:

registration handling means for receiving a unique identifier of a SMS messaging-capable wireless device in the possession of a prospective buyer or seller, the SMS messaging-capable wireless device configured to send and receive short message protocol messages, each of the messages having a single 'Sender' field and a single 'Recipient' field;

message dispatching means for sending short message protocol messages to a prospective buyer or seller's SMS messaging-capable wireless device;

message receiving means for receiving short message protocol messages from a prospective buyer or seller's SMS messaging-capable wireless device;

database means for storing the unique identifier of each buyer or seller's SMS messaging-capable wireless device;

said registration handling means arranged to assign a password to said prospective buyer or seller, and to communicate said password to said prospective buyer or seller and receive a confirmation of said password from said prospective buyer or seller, wherein said password is communicated to said prospective buyer or seller's SMS wireless device via said message dispatching means by concatenating an access identification number with a numeric address pertaining to the registration handling means, placing said concatenated number in the only 'Sender' field of a SMS message, and sending the password in the SMS message to said buyer or seller, and/or said confirmation of said password is received from said prospective buyer or seller's SMS wireless device via said message receiving means as a result of the buyer or seller selecting a 'reply' option and said concatenated number is automatically inserted in the 'Recipient' field of a message, said registration handling means arranged to

activate said prospective buyer or seller's account or trading instruction if said confirmation of said password matches the assigned password.

28. (currently amended) A trading and auction system as claimed in claim[[s]] 27, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, said message dispatching means and message receiving means being in direct communication with said SMSC server to send and receive SMS therefrom, respectively.

29. (previously presented) A trading and auction system as claimed in claim 27 or 28, wherein said message dispatching means and message receiving means are connected to an SMSC server via a computer network.

30. (currently amended) A trading and auction system, comprising:

message dispatching means for sending short message protocol messages to a prospective buyer or seller's SMS messaging-capable wireless device, the SMS messaging-capable wireless device configured to send and receive short message protocol messages, each of the messages having a single 'Sender' field and a single 'Recipient' field;

message receiving means for receiving short message protocol messages from a prospective buyer or seller's SMS messaging-capable wireless device;

unique identification number assigning means to automatically allocate a unique identification number to each product or service for sale or auction on said trading and auction system;

database means for storing the unique identification number of each product and service for sale or auction on said trading and auction system; and

trade and auction handling means arranged to send short message protocol messages to a buyer's SMS messaging-capable wireless device concerning offers or bids made by that buyer in relation to a product or service via said message dispatching means, with the unique identification number of the product or service included in the only 'Sender' field of each short message protocol message to the buyer;

said trade and auction handling means further arranged to receive short message protocol messages concerning a buyer's trading instructions on a product or service from that buyer's SMS wireless device via said message receiving means wherein said unique identification number automatically inserted in the 'Recipient' field as a result of the buyer selecting a 'reply' option, and to determine the product or service by extracting and recognizing the unique identification number of the product or service from the only 'Recipient' field of received short message protocol messages from the buyer, identify the buyer by extracting and recognizing a unique identifier of the SMS wireless device from the only 'Sender' field of each message from the buyer, parse a text body of each message from the buyer to determine the buyer's trading instructions for that product or service and execute said trading instructions.

31. (original) A trading and auction system as claimed in claim 30, wherein said trade and auction handling means is arranged to require that a buyer authenticate their identity with the trading and auction system when placing their first trading instruction in relation to a product or service by an exchange of messages with the trading and auction system, wherein one of said messages is communicated to said buyer's wireless device via said message dispatching means and/or another of said messages is received from said buyer's wireless device via said message receiving means.

32. (currently amended) A trading and auction system as claimed in claims 30 or 31, wherein said wireless device is serviced by a GSM network including a SMSC server to control and manage SMS to and from said wireless device, said message dispatching means and message receiving means being in direct communication with said SMSC server to send and receive SMS therefrom, respectively.

33. (previously presented) A trading and auction system as claimed in claim 30, wherein said message dispatching means is arranged to concatenate an access identification number with the unique identification number of the product or service and place said concatenated number in the only 'Sender' field of each message sent to a buyer concerning that product or

service, an SMSC server using the access identification number to identify SMS messages from the buyer's wireless device destined for said trading and auction system and to forward such SMS messages directly to the message receiving means.

34. (previously presented) A trading and auction system as claimed in claim 30, wherein said message dispatching means and message receiving means are connected to an SMSC server via a computer network.

REMARKS

Claims 1-34 are pending in the present application. Claims 1, 8, 15, 22, 27-28, 30, and 32 have been amended. No new matter has been added to the amended claims.

Applicant respectfully request reconsideration of the subject application as amended herein. This Amendment is submitted in response to the Office Action dated August 20, 2007 along with a Request for Continued Examination.

I. STATUS OF THE CLAIMS

In the Office Action, claims 1-14 and 22-34 are rejected under 35 U.S.C. § 112, second paragraph, (hereinafter, "Section 112, Par. 2") as allegedly being indefinite with regard to "the device". The Examiner cites insufficient antecedent basis for this limitation in claims 1, 8, 22, 27 and 30.

Claims 1-34 are rejected under 35 U.S.C. § 103(a) (hereinafter, "Section 103(a)") as being unpatentable over Friedland et al. (U.S. Pat. No. 6,449,601, hereinafter, "Friedland") in view of Kivimaki et al. (WO 00/22906, hereinafter, "Kivimaki") and newly cited Lumme et al. (U.S. Pat. No. 6,587,693, hereinafter, "Lumme")

Applicant respectfully traverses all rejections and requests reconsideration for all of the pending claims in light of the amendments to the claims.

Furthermore, Applicant respectfully points out that Applicant had acknowledged previously submitted "Requirement for Information Under 37 C.F.R. § 1.105" as shown on page 20 of Applicant's response dated May 23, 2007.

Rejection under Section 112, Par. 2

Claims 1, 8, 22, 27 and 30 have been amended to clarify that “the device” refers to the earlier claimed “SMS messaging-capable wireless device”. As such, sufficient antecedent basis has been provided throughout the claims. Accordingly, Applicant respectfully requests withdrawal of the rejection against claims 1-14 and 22-34 under Section 112, Par. 2

Rejection under Section 103(a)

Independent claims 1, 8, 15, 22, 27 and 30 have been amended to clarify the scope of some of the claimed embodiments of the present invention. Claims 1, 15, 22 and 30 have been amended to recite in part “said unique identification number automatically inserted in the ‘Recipient’ field as a result of the buyer selecting a ‘reply’ option”. In addition, claim 8 has been amended to recite in part “the confirmation is received as a result of the buyer or seller selecting a ‘reply’ option and said concatenated number is automatically inserted in the ‘Recipient’ field of a message”. Similarly, claim 27 has been amended to recite “said confirmation of said password is received”...“as a result of the buyer or seller selecting a ‘reply’ option and said concatenated number is automatically inserted in the ‘Recipient’ field of a message”.

Support for the amendments are found in the specification, for example, on page 23, lines 19-26 (par. [0139]), page 24, lines 6-9 (par. [0142]) and page 19, lines 25-29 (par. [0108]).

Applicant respectfully submits that the amended claims are novel and nonobvious over Friedland in view of Kivimaki and further in view of Lumme. The cited references in

combination do not teach or suggest all the elements of amended claims 1, 8, 15, 22, 27 and 30. Contrary to Examiner's statement on page 3-4 of the Office Action, Friedland does not teach that the unique identification number (UIN) of the product or service is "included in *the only* 'Sender' field" of the message to the buyer; neither does Friedland show "extracting and recognizing the UIN... from the only 'Recipient' field of received...messages from the buyer". Examiner has misconstrued the claim to recite that the UIN may be in ANY 'Sender' or 'Recipient' field. However, this is NOT what claims 1, 15, 22, 30 recite. In an SMS message, there is the one field designated as the sender field and the one field designated as the recipient field. It is thereby *the only* Sender and *the only* Recipient field of the message. Examiner on the hand has stated "only a" sender field and "only a" recipient field which is not what the claims recite and which mischaracterizes the claim meaning such that there can be a number of sender or recipient fields. Accordingly, Friedland has not been shown to teach or suggest the required limitations of the claims and Applicant respectfully notes the following:

- 1) Friedland does NOT teach the UIN to be in the only 'Sender' field of a message to a buyer, nor in the only 'Recipient' field in a received message from the buyer.**

Although Friedland discusses a "lot ID field that contains a unique identifier", Examiner does not demonstrate that the identifier is "included in the only 'Sender' field" of the message to the buyer, nor is it demonstrated that the identifier is extracted and recognized "from the only 'Recipient' field" of received messages from the buyer. Examiner points to "lower level protocol headers" without explanation. Is Examiner stating the claimed 'Sender' field and 'Recipient' field are the same as the "lower level protocol headers"? It is clearly stated in Friedland in col. 14, line 51-64, that the "lot ID field" is NOT located in the "lower level protocol headers", rather, the "lot ID

field” is located in “the fields in both the status message and the bid message *following the low-level protocol information fields*”. Therefore, Friedland’s “lot ID field” is located at a “DLA level” in the fields following the low-level protocol information fields. This is a clear distinction between the claims and Friedland, in that the “UIN” of the claims is located in the only ‘Sender’ field and the only ‘Recipient’ field. Therefore, there is no teaching or suggestion that a “UIN” is located in the only ‘Sender’ field in messages to the buyer, nor extracted from the only ‘Recipient’ field in received messages from the buyer, since the ‘lot ID’ Examiner points to is in the fields following the low-level protocol information fields in Friedland. Moreover, Friedland makes no distinction between a ‘sender’ or ‘recipient’ field but merely describes a distinct ‘lot ID field’ in a status message, which is a field following the low-level protocol information fields. Accordingly, there is no teaching or suggestion of ALL the claimed limitations of Applicant’s claims.

2) Friedland does NOT teach that the UIN is automatically inserted in the ‘Recipient’ field as a result of the buyer selecting the ‘reply’ option.

As mentioned, claims 1, 15, 22, and 30 have been further amended to clarify that the UIN is “automatically inserted in the ‘Recipient’ field as a result of the buyer selecting the ‘reply’ option”. Friedland nowhere shows this claimed limitation and only discusses that a “lot ID field that contains a unique identifier for the lot” is located in a status message or bid message. There is no teaching or suggestion of “the buyer selecting a ‘reply’ option” and the “UIN automatically inserted in *the* ‘Recipient’ field”. As such, Friedland does not teach all the limitations found in claims 1, 15, 22 and 30.

Neither does Kivimaki provide for the deficiencies found in Friedland. Although Kivimaki describes using SMS of a mobile communications system between the user and the auction system, Kivimaki again does not provide for the claimed elements of “the unique identification number of the product or service” (hereinafter “UIN”) is “included in *the only* ‘Sender’ field of each short message protocol message to the buyer”; “extracting and recognizing the UIN of the product or service from *the only* ‘Recipient’ field of received short message protocol messages from the buyer”, “identifying the buyer by extracting and recognizing the unique identifier of the SMS wireless device from *the only* ‘Sender’ field of each message form the buyer”.

Applicant respectfully argues that Examiner is believed to be misconstruing claims 8 and 27 which recite that the “concatenated number” is placed “in the only ‘Sender’ field”. As previously discussed, there is a single ‘Sender’ field and single ‘Recipient’ field in SMS messages. It is “the only ‘Sender’ field” which is claimed and not simply a “third identifier field”, which is what Kivimaki teaches. As shown on page 10, Kivimaki only describes a short message sent with a number of fields separated by separating characters and does not teach the specific required element of “the only ‘Sender’ field” recited in claims 8 and 27. Applicant respectfully requests Examiner to point out where Kivimaki teaches that the “third identifier field” is “the only ‘Sender’ field”. Neither does Kivimaki teach that the SMS wireless device unique identifier of the buyer would be in the only ‘Sender’ field in the same message from the buyer.

Moreover, amended claims 8 and 27 are further novel and patentable over Friedland and Kivimaki for the additional limitations in that confirmation of said password is received “as a result of the buyer or seller selecting a ‘reply’ option and said concatenated number is automatically inserted in the ‘Recipient’ field of a message”. Since Kivimaki fails to teach or suggest such limitations, claims 8 and 27 are believed allowable over Friedland and Kivimaki.

With regard to the newly cited Lumme, there is again no teaching of all the required elements of amended claims 1, 8, 15, 22, 27 and 30 as recited and discussed above. Lumme at most discusses SMS enabled devices, sending and receiving SMS messages, and creating addresses between the short message function of a mobile communication system and the Internet. However, Lumme fails to teach or suggest the required limitations of the claims, in particular Lumme fails to teach providing the “UIN...included in the only ‘Sender’ field of each...message to the buyer”, “receiving ...messages... wherein said unique identification number automatically inserted in the ‘Recipient’ field as a result of the buyer selecting a ‘reply’ option”; and “determining the product or service by extracting and recognizing the UIN... from the only ‘Recipient’ field of received...messages from the buyer”. Neither does Lumme teach or suggest a confirmation of a password “as a result of the buyer or seller selecting a ‘reply’ option and said concatenated number is automatically inserted in the ‘Recipient’ field of a message”.

Accordingly, for at least the above reasons, it is respectfully submitted that amended claims 1, 8, 15, 22, 27 and 30 and their dependent claims are novel and nonobvious over Friedland in combination with Kivimaki and Lumme. The dependent claims are novel and nonobvious also for the additional elements they each recite. Accordingly, Applicant respectfully requests withdrawal of the rejection of claim 1-34 under Section 103(a).

Applicant has amended the claims for clarification and to define novel and unobvious structure. If, for any reason, the Examiner believes that the claims of this application are not yet in full condition for allowance, applicant respectfully requests his constructive assistance and suggestions pursuant to the spirit of MPEP § 2173.02 and § 707.07(j). The Examiner is authorized to make any needed minor corrections or changes.

II. CONCLUSION

The above-discussed remarks are believed to place the present Application in condition for allowance. Should the Examiner have any questions regarding the above amendments, the Examiner is requested to telephone Applicant's representative at the number listed below.

Respectfully submitted,

Date: February 20, 2008

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Intellectual Property Law Group LLP

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